...word of the day...

topophilia

love of place.
Cartographic communication:

Text variables on maps
Subtleties of communication

Focus: Purpose. Selection of detail

Legibility: Fonts. Visual variables


Bertin’s Visual Variables 1983

- Size
- Shape
- Value
- Orientation
- Texture
- Hue

Don’t use them all at once !!
Allow for the varying backgrounds
Symbols and text must be simple to be effective
Font variants need to be explored within the context of the proposed graphic template

<table>
<thead>
<tr>
<th>Segoé:</th>
<th>Arial:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wangapeka River</td>
<td>light</td>
</tr>
<tr>
<td>Wangapeka River</td>
<td>semi-light</td>
</tr>
<tr>
<td>Wangāpeka River</td>
<td>normal</td>
</tr>
<tr>
<td>Wangapeka River</td>
<td>semi-bold</td>
</tr>
<tr>
<td>Wangapeka River</td>
<td>semi-bold bold</td>
</tr>
<tr>
<td><strong>Wangapeka River</strong></td>
<td>black</td>
</tr>
</tbody>
</table>
Selecting a font suite 1
Halos and highlights

Without enhancement

With highlight

Halo and highlight
We cartographers are never satisfied:

we are our own worst enemies.

A map is never finished....

But we publish anyway.
To communicate effectively

**make deliberate choices.**

Don’t accept default settings.
...end piece...

coddiwomple

(v.) to travel in a purposeful manner towards a vague destination.

...a map might help ??